New Course Request

Indiana University

Indianapolis   Campus

Check Appropriate Boxes:   Undergraduate credit □   Graduate credit □   Professional credit  □

1. School/Division   Business

2. Academic Subject Code   BUS

3. Course Number   M 511 (must be cleared with University Enrollment Services)  4. Instructor   Kim Saxton

5. Course Title   Marketing Performance and Productivity Analysis

Recommended Abbreviation (Optional)

(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year):

7. Credit Hours: Fixed at   1.5   or Variable from   _______   to   _______

8. Is this course to be graded S-F (only)? Yes   □   No   X

9. Is variable title approval being requested? Yes   □   No   X

10. Course description (not to exceed 50 words) for Bulletin publication:
The focus of this course is on developing a comprehensive evaluation of the situation facing a product or product line. Emphasis is placed on assessing recent financial performance, identifying customer-based explanations for changes in performance, assessing the effects of marketing investments, and evaluating emerging customer needs and competitive threats.

11. Lecture Contact Hours: Fixed at   1.5   or Variable from   _______   to   _______

12. Non-Lecture Contact Hours: Fixed at   _______   or Variable from   _______   to   _______

13. Estimated enrollment:   40   of which   50   percent are expected to be graduate students.

14. Frequency of scheduling:   2 x yearly   Will this course be required for majors? No

15. Justification for new course:   Would like to add this course to the marketing curriculum at IUPUI.

16. Are the necessary reading materials currently available in the appropriate library? Yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

Phil J. Powell   Date   5/5/09

Department Chairman/Division Director

Approved by:

Date   5/6/09

Dean

Date

Chancellor/Vice-President

Date

University Enrollment Services

Dean of Graduate School (when required)

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

UPS 724

University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow; Department/Division—Pink; University Enrollment Services Advance—White